

**AIRPORT FUTURES
PUBLIC INVOLVEMENT SUBCOMMITTEE MEETING #4
MEETING NOTES**

Date and Time:	7/22/08, 7 - 9 PM
Location:	East Portland Neighborhood Office 1017 NE 117th, Portland OR
Attendees:	Maryhelen Kincaid Patrick Metzger Alesia Reese Linda Robinson Hector Roche Kelly Sweeney
Staff:	Lise Glancy Chris White Bronwyn Buckle
Unable to attend:	Jill Eiland Lawrence Russell Mike Sloan Denny Stoecklin Fred Stovel

1. Opening and Introductions – Hector

Alesia welcomed everyone to the East Portland Neighborhood Office (EPNO). She informed the group that the EPNO space is available for any meeting or event, not just Airport Futures. There was a round of introductions and each member of the group talked about what interested them about this committee's work. Hector briefly reviewed the agenda.

Hand Out: Meeting Agenda

2. Updates – All

Tribune Article

Linda asked about the recent Tribune article (July 20, 2008 edition). Lise explained it came from Bill Wyatt's quarterly editorial board visits with newspapers and that the reporting was slightly off (3rd parallel runway not a 4th runway, and third runway not needed for 30 plus years not off the table). Airport Futures forecast was one of many discussion items on which the Tribune chose to focus. It was not generated by Airport Futures staff. Maryhelen Kincaid noted that those that work in the airline industry do not see growth for the next 5 years. Hector mentioned the airline industry update at the PAG and *suggested that Linda get a copy of this (also link on website under Document Library/PAG meeting #8)*. Linda indicated that there are different ways at looking at this information and that was the goal of the intergovernmental agreement leading to this process. She noted that she did not believe the report and appreciated the clarification.

AirFair Debrief

Lise thanked the Public Involvement Subcommittee members that worked at the AirFair (Patrick, Fred, Alesia and Hector). Staff present included Sean Loughran, Jay Sugnet, Bronwyn Buckle, Chris White, Jason Gately and Scott King. Two of the project's consultants, Sam Imperati and CF Booth, also helped out in the Airport Futures area. Lise gave short overview of what worked and what didn't. There were over 2,000 attending, 800 participated in airfield tours. We received 28 completed surveys (9 public involvement, 9 land use and 10 sustainability), but not many other comments were recorded. The focus group tables did not work in this forum. Three of the four adjacent Portland neighborhood coalitions were present. The City of Vancouver also had a table. As suggested by the subcommittee, airlines, cargo, human resources (job hotline numbers

and information on where PDX employees lived in the metro region), Columbia Slough Watershed Council were invited and participated in the event, Portland Development Commission, TriMet, and Columbia Corridor Association were invited, but were not able to attend.

Alesia did a summary of what she heard from this forum and provided it to Shannon. Shannon is compiling a summary from the AirFair. *Hector asked the Port to include the community members in this debrief.* (Follow-up note: There was no debrief meeting, but all participants were invited to share their perspective from the event.) Alesia suggested that we do more outreach at work with employees of airport (concessions, etc), not just office workers. Alesia also asked why TriMet was not at the AirFair. Patrick added that the neighborhoods didn't have enough space, but acknowledged that they responded late. Bronwyn explained that there should have been two tables with 2 coalitions per table.

Alesia suggested that at events like this we do not have tables and handouts but just easels with maps to talk to people about. She asked for a citywide and worldwide map that could be used at these events. An activity could be place a dot on the map where the event is happening, where PDX is, where people live, where they are flying to, last place you flew, etc.

Bronwyn explained there were reference maps at the event showing on-airport facilities and the different land use systems this project will study (transportation, neighborhoods, natural resources and recreation). They were there for people to write on for staff to bring home and create a large map of community-identified assets or problem areas. This concept did not work at this event.

Hector asked that staff draft a letter of thanks from the Public Involvement Subcommittee to Chris Corich and Shannon McArthur for this event. (Follow-up note: This has been done.)

Public Involvement Survey Responses

Lise summarized the results we have received so far of the Public Involvement Survey. She walked the group through the memo that was handed out at PAG on 7/15. Key takeaways from the survey were that there was an interest in more electronic updates on the project, a focus on What's New, and suggestion that use online media sources. There was mixed review on printed materials. This survey was not comprehensive so the results only offer the perspective of a few.

For the next Subcommittee report out to the PAG, it was recommended that we present a few PowerPoint slides to illustrate our work. The group agreed that a subcommittee member (in addition to Hector) should give report, not just staff. There was some concern expressed about the limited time for the public involvement work to be discussed despite being early on the agenda. Hector noted that he wanted the subcommittee to discuss who, what and how we present our updates at the September PAG meeting. Hector noted that our report outs are more relational than technical; we need to change the perception that public involvement is fluff.

The group briefly discussed that we have a good story on public involvement on this project. We will post this background to the website to show how effective it has been so far and that is why people should continue to get involved. We will tell them how public involvement has changed the process so far. The group also talked about the benefits of asking stakeholder organizations put a link to our site on their site. Some neighborhoods have already done this. Maryhelen suggested that we also contact Maywood Park and East County to see if they want to receive project updates.

Alesia asked for a hard copy of the Public Involvement survey.

Hand Out: "Stakeholder Outreach on Public Involvement and City Early Proposal and Sustainability" Memo (7-15-08)

3. Review of Stakeholder List – Lise / Bronwyn

The group then discussed the stakeholder matrix. Bronwyn described the changes since the last meeting including more written updates to the neighborhood, environment and business stakeholders in May and June. The July update is being drafted now. Bronwyn clarified that there has been update name confusion because the update that goes out is named for the month that just ended, i.e., the "May" update (summarizing the work we did in May) would go out at the beginning of June. *The group also suggested that everyone in the Northeast Coalition of Neighbors get the updates, even if they are not in the study area.*

Other meetings that have been set: Citywide Land Use Committee meeting set 7/28 and North Portland Neighborhood Service Chairs' meeting set 9/3. *Bronwyn spoke to Paige Colman from Northeast Coalition of Neighbors at the AirFair and will follow up to schedule meeting in the fall.* Bronwyn let the group know that staff met with Bonny McKnight on 7/28 agenda went very well.

Addition of Stakeholders

Airport Futures committed to doing outreach to low-income and minority groups in the area surrounding the airport, but did not name any specific groups in the Public Involvement Plan. In the time since the plan was written, the Port has conducted a small demographic study which highlighted African American, Hispanic and Asian populations as having a higher concentration around PDX than other parts of the city. The Native American and Slavic communities were also added. The subcommittee was asked to suggest organizations to target these groups. Staff suggested that we identify 5 groups in each area and hope that we can engage at least 2. Bronwyn passed around a matrix created by the Office of Neighborhood Involvement that lists several local organizations that serve minorities. Staff and subcommittee members reviewed the list and selected the following groups:

African American:

1. Black Coalition of Portland Neighbors (PM)
2. Boise Association of Self Enhancement (MK)

Asian:

1. Portland Chinese Chamber of Commerce
2. Asian Family Center (all)
3. Parkrose Neighborhood Association/Mein Yiu Association of Oregon (BB)
4. Hazelwood Neighborhood Association/Lao Women Mutual (BB)
5. Rose City park Neighborhood Association/Southeast Asian Vicariate (BB)
6. Argay Neighborhood Association/Lao Buddhist Association & Senior Association of Oregon (BB)
7. Portland/Suzhou Sister City Association (KS)
8. Cully Association of Neighbors/Sai Leud Lao Organization (BB)
9. Rose City Park /Vietnamese Public Radio (BB)
10. Benevolent Society (All)

Hispanic:

1. Frente Commun del Norte de Portland (MK)
2. Hacienda/Cully Association of Neighbors (All)
3. Catholic Charities (LG)
4. Oregon Council for Hispanic Advancement (LR)
5. MEChA, Portland State University (AR)

Native American:

1. NAYA – Cully Association for Neighbors (LR, HR, BB)
2. Native American Business Alliance (BB)
3. ONABEN-A Native American Business Network (BB)

More cross-cutting suggestions include:

1. Coalition for Communities of Color (JR)
2. IRCO (All)
3. CIO
4. Environmental Justice Action Group (LR)
5. Oregon Association for Minority Entrepreneurs (BB)

Bronwyn will send the list of minority organizations to this group, alphabetical by name of the organization, for subcommittee members to scan for any additional groups. Some of the above are business groups which could help provide balanced input on the Economic, Social and

Environmental aspects of Sustainability. Based on feedback, we can identify the top five groups to focus on.

It is also important that we engage low income groups that live around and ask about their goals for future livability issues that this planning effort may be able to support. Many of the above organizations also serve low-income groups. The group suggested the following organizations to reach low income population:

Low Income

1. Human Solutions
2. Coalition for a Livable Future (LR)
3. IRCO

Bronwyn will also check with the Neighborhood Coalitions for groups they are familiar with to reach these groups. Larger bi-state organizations are also welcome since PDX is a major regional asset. Kelly suggested Eric Allen of the Columbia River Beautification Project (Columbia Gorge Commission). Any additional groups should be identified by our next meeting so we can approach them collectively in September. Bronwyn added that when we seek meetings with these groups, we set up one-on-one style meetings – not necessarily to be big items on the regular agendas. Alesia suggested that we talk with Patty Hix and Richard Bixby to get contact ideas from the East Portland Neighborhood Office international fair.

It was also suggested that we look at faith based organizations, housing, education, labor and the disabled.

Hand Out: Project Outreach Tracking Matrix

4. Review of Subcommittee Work Plan & Meeting Frequency– Lise / Bronwyn

Bronwyn went over the work plan. She explained that the plan lays out the subcommittees work according to their charge (see back of the agenda). The green, pink and orange columns show the charge of this committee, as well as internal work (blue) of this committee and important PAG meeting dates where this group needs to present products (black). The table is designed to show “at a glance” our status and progress on each of our tasks laying out tasks logically, in step-by-step form.

Bronwyn gave an overview of each section. The Green section blends #1 and #2 from the subcommittee charge on creation of materials, surveys and public meeting design. The subcommittee’s work may be postponed at certain points depending on the progress of other PAG subcommittees as they are producing the products that we are communicating to the public.

The orange column shows Charge #3 – this subcommittee’s role in evaluating the PAG and Public Involvement process. These evaluations occur on a semi-annual basis and this committee is charged with drafting those evaluations.

The pink column lays out the work of creating the Ongoing Public Involvement Strategy (OPIS). Bronwyn described the steps that staff suggests, include 1) meeting with public involvement experts, 2) hearing about research done at other airports, 3) hearing about existing Port citizen advisory committees and 4) hearing about existing City citizen advisory committees. Staff suggests that the first meeting be held in September. Hector asked who gets to choose the consultant that will present to us. Chris White suggests that we invite a Public Involvement consultant so we get practical direction, or assemble a panel with academic, etc. The public involvement subcommittee will discuss framing questions for this consultant at their August meeting. The following meeting would be a presentation from Port staff on their existing public involvement programs. Hector wondered if we could combine # 2 and 3. Bronwyn explained that we were trying to leave plenty of time for discussion and digestion of material presented.

Linda suggested that Chris Scarzello from Bureau of Planning might be a good person to hear from; she did a good job with the environmental overlay and tree codes. Chris W. also suggested that the group review the creation of Damascus City as a good case study for grass roots public involvement in creating a city; Jamie Damen who works for Jeanne Lawson is the contact. Another good case study is the work around Mt. Tabor Park and reservoirs. *Staff will follow-up on these suggestions.*

Coordination of Ongoing Public Involvement with Land Use Subcommittee

Lise noted that there needs to be close coordination with the Land Use / Transportation Committee planning. Maryhelen said we have to decide how to reach those organizations and reach the non-usual suspects so our outreach is more inclusive and gets input from a broad group. Chris White suggested we start with guiding principles. She referred the group to the intergovernmental agreement guiding principles as a resource to provide direction.

Hector asked the group if we should we have two meetings in September, one for our usual work and one devoted to public involvement consultant (there was no closure on this question). He suggested that we invite the Land Subcommittee to the consultant meeting. Patrick suggested that we might want to pen this meeting to the entire PAG. Lise mentioned that there are several ways to ensure coordination. Fred Stovel is the chair of the Land Use Subcommittee and also on the Public Involvement Subcommittee. *We will meet with him and get a recommendation on how to coordinate and report back.*

Chris said that this group will also consider what to do with existing Port programs such as CNAC. Maryhelen also emphasized the importance of incorporating CNAC into future plans. Bronwyn suggested that they could operate as a subcommittee of the OPIS, with a few members part of OPIS and larger group part of the subcommittee – like the PAG operates today. Subcommittee membership is open to all. *Maryhelen indicated that she would put this issue on the CNAC agenda.* (Follow-up note: Scheduled for discussion on October 12.)

Lise noted that this plan is a work in progress. *She asked the subcommittee to provide questions or comments on the work plan by e-mail.*

Hand Out: Public Involvement Subcommittee Work Plan by Phase

5. Upcoming Outreach Opportunities Plan – Bronwyn

The group briefly reviewed the upcoming public engagement events (listed on the back of the agenda.) Maryhelen noted that the North Portland Neighborhood Services meeting is 9/3 not 9/8.

Linda suggested that we might want to participate in Fix-It Fairs which focus on low income populations. *Linda agreed to get staff contact information.* Alesia suggested that we participate in Neighbor Night Outs. *Hector Roche suggested that we contact Stephanie Reynolds about getting Airport Futures materials into Neighbor Night Out packets (one pager, public involvement survey, and PDX giveaways).*

Alesia suggested Parkrose School Board receive updates. Lise mentioned that to reach East County we might want to present at the Four Cities Meeting with east county mayors and council members.

Alesia also suggested that we create a DVD to explain our project and offered to represent the project at meetings in East Portland this fall (Parkrose, Parkrose Heights, Argay, Woodland Park). She asked for materials to use at these meetings.

6. Brainstorm on Success Measures – Bronwyn

Bronwyn introduced the Success Measures worksheet. The sheet combines the range of ideas this group has put forward over the last few months (including qualitative ideas and quantitative metrics). Kelly suggested one additional metric measurement - that we aim to interact with 90%

of the project's stakeholders. This would preferably mean meeting with these groups, or alternatively hearing from them directly that they not want to be involved. *The subcommittee also wondered if there are engagement standards we could borrow from the City's Bureau Innovation Project #9.* Maryhelen said that we must define what we mean by the term "community." She recommended that we work to eliminate dividing lines: neighborhoods and businesses are both from the community. Perhaps public is a better term. The subcommittee was asked to review the worksheet and make suggestions get back to staff with any Lise said that after the group is satisfied with the worksheet we will condense the success measures in to 3-5 key points. *Lise encouraged the group to identify top three qualitative and top three quantitative success measures. Due to lack of time for this agenda item, the committee will give staff comments via email.* These may provide foundation for the ongoing public involvement strategy.

Hand Out: Worksheet 2 – Defining Success

7. Principles for Working Together

(Agenda item skipped – moved to August Meeting)

8. Next Meeting Date and Agenda Items – Hector

Next Meeting Date

Based on the work plan, we have a lot to do so this group will need to meet every month. We also need to meet for longer amount of time. *Staff will send out a calendar for the rest of the year with meetings starting at 6:30 pm. The proposal was to meet the fourth Wednesday of every month. Our August meeting will be the fourth Tuesday – August 26. Maryhelen Kincaid offered to reserve the Kenton Fire House for this meeting. (Follow-up note: This has been scheduled. The meeting dates in November and December will need to be revisited.)* Patrick suggested Northeast Coalition of Neighbors and Kennedy School for future meetings. (Follow-up note: Patrick has reserved the Kennedy School for our October meeting.)

Future agenda items:

- Principles for working together (bumped from tonight's meeting)
- Website updates
- Input on tailoring meetings and materials for fall outreach and October public meetings
- Meeting design and staffing for October 2008 Public Meetings
- Review and incorporate Phase 3 Public Involvement and Land Use Survey results
- Devise list of questions to ask consultant, invitation for them to come in September
- Discuss October PAG presentation

9. Meeting Evaluation – Hector / All

The group gave the following comments on the meeting. These comments will be incorporated at future meetings where ever possible.

Positives:

- Liked the Work Plan layout
- Kept on topic
- We laughed
- Staff preparation good
- Everyone came ready to work
- Subcommittee charge on back of agenda is helpful
- Staff preparation good
- Documents provided in advance
- Results

Changes and Suggestions:

- Begin earlier (6:30 – 9pm)
- Send materials well in advance
- More realistic agenda (too much on this agenda)
- PDFs to preserve formatting
- Time on the agenda for subjects that came up and updates and announcements

- Adjust agenda so it builds on itself – add issues from last subcommittee meeting
- Review our progress
- Input on agenda

10. Follow-Up From This Meeting

The meeting generated several ideas for staff and subcommittee members to follow up on:

Follow-up Action	Lead	Completed (yes or no and comments)
Check on the availability of the Kenton Firehouse for Aug 26 th Meeting	Maryhelen	Scheduled
Review the Low-Income/Minority Sheets for groups you may know of or can recommend, add to list	All, including those not in attendance	
Review work plan after Lise sends out version with tonight's updates	All, including those not in attendance	Updated plan sent – no comments received
Send link to Sam's email address to Linda	Bronwyn	
Assist staff to approach the minority and low-income groups for one on one conversations (schedule meeting with Coalition of Communities of color- Lee Pocha, IRCO, NAYA –Nicole Maher /Tanya Sanchez)	Hector Roche	
Provide staff the details about presenting at Woodland Park's October meeting	Alesia	
Send table summarizing AirFair to staff to pass on to the PI SC	Alesia	
Work on FAQs for the website and handouts	Bronwyn and Alesia	
Send copy of State of Airline Industry Update to Linda	Shannon	Emailed to Linda 8/15
Send copy of AirFair event recap and participant evaluation summaries to subcommittee	Shannon	Lise will send with 8/26 email
Send hard copy of Public Involvement Survey to Alesia	Lise	
Suggestion from group that everyone in the Northeast Coalition of Neighbors get project updates, even if not in the study area	Bronwyn	
Schedule meeting with Paige Coleman from Northeast Coalition of Neighbors	Bronwyn	
Send list of ONI minority organizations alphabetically by name to subcommittee for review	Bronwyn	
Check with the Neighborhood Coalitions for groups/resources they are familiar with to reach minority and low-income groups. CC the PI subcommittee member associated with that coalition	Bronwyn	
Draft email for volunteers to send to their coalition	Bronwyn	
Alesia suggested staff talk with Patty Hix and Richard Bixby to get contact ideas from the East Portland Neighborhood Office international fair	Bronwyn	
Send handouts to PI subcommittee members who missed meeting	Lise	
Send Alesia's AirFair summary handout to subcommittee	Shannon	
Send short thank you note to Chris Corich & Shannon McArthur for AirFair. Hector to review prior to sending	Lise/Hector	
Staff follow up on ongoing public involvement strategy PI subcommittee recommendations to review good examples of PI Involvement Work Plans with Chris Scarzello from the Bureau of	Lise/Chris White, Bronwyn	

Planning, Jamie Damen at Jeanne Lawson Consulting for City of Damascus, and the review work study for Mt. Tabor Park & reservoirs.		
Meet with Fred Stovel to discuss coordination with Land Use Subcommittee. Will report back.	Lise/Bronwyn	
Project website update: change date of the North Portland Chairs meeting from September 8 to September 3	Lise	Completed
Linda suggested we participate in Fix-It-Fairs. Staff will research further	Linda/Shannon	Shannon has collected information for review by SC on 8/26
Hector recommended we participate in National Night Out	Shannon/Bronwyn/Lise/Hector, Lawrence, Maryhelen, Patrick, Alesia	Shannon & Bronwyn prioritized outreach opportunities, pulled together "outreach kits". Coordinated with PI SC members to participate in 9 events.
Staff and PI subcommittee should consider how CNAC and the Ongoing Public Involvement Strategy might integrate their efforts. Maryhelen will put the issue on the CNAC agenda for October 12	Maryhelen	
Alesia suggested Parkrose School Board receive updates	Alesia	
Present at the Four Cities Meeting in East County, includes all mayors and council members	Lise	
Create DVD of Airport Futures project information to use at East Portland meetings in Fall (Parkrose, Parkrose Heights, Argay, Woodland Park)	Staff	Due to limited resources and current outreach efforts this may be considered at a later date.
Secure copy of City's Bureau Innovation Project #9 Measures of Success	Bronwyn	
Review Success Measures worksheet & provide feedback via email – 3 qualitative and quantitative success measures	All	
Contact Maywood Park – Art Winslow to get on neighborhood meeting agenda	Shannon	
Add all the neighborhoods in the 4 Portland neighborhood coalitions to the electronic update list	Bronwyn	
Prepare outreach materials to be used in fall outreach campaign	Staff	

Hand Outs:

- Meeting Agenda
- Staff memo on stakeholder outreach (7-7-08)
- Stakeholder Outreach tracking matrix (7-22-08 Version)
- Draft Subcommittee Work Plan
- Defining Success Worksheet